



ADVERTISING RATES

International Film Festival Rotterdam 2022



International Film Festival Rotterdam
26 January – 6 February 2022

International Film Festival Rotterdam

International Film Festival Rotterdam (IFFR) is the largest film festival in the Netherlands. IFFR owes its large and diverse audience to a broad programme of special, original and controversial films, talks and exhibitions. The 50th edition consisted of two parts. The first part, from 1- 7 February, was completely online and the second part, from 2 – 6 June, consisted, due to COVID-19, of an online programme and a limited physical programme at locations in Rotterdam. The 50th edition had a total of 250,312 online visitors and 20,793 physical visitors.

Visitor profile

The IFFR audience is loyal, active and involved. Visitors are generally highly educated and have an appetite for art, culture and entertainment.

Important dates

IFFR:

26 January – 6 February 2022

IFFR Pro Days:

30 January – 2 February 2022

Contact details

Nina de Gast
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THE FESTIVAL IN FIGURES

4.006.762 unique page visits on IFFR.com

21.114 newsletter subscribers

27.000 Instagram followers

5.785 downloads of the IFFR app





IFFR screens at festival locations

Various information screens will hang in all official festival locations during the festival days (Cinerama, De Doelen, KINO, LantarenVentser, Pathé Schouwburgplein, Theater Rotterdam Schouwburg). Visitors frequently consult these screens which contain information about films, locations and showtimes, among other things. These are an important communication tool, and an eye-catching opportunity to advertise: advertisements are displayed every three minutes, shown 10 seconds at a time between practical information.

Duration display advertisement: 10 seconds in a loop of maximum seven slides. Displayed at least every three minutes.

Screens on location

On 6 locations 1 screen: Cinerama, De Doelen, KINO, LantarenVentser, Pathé Schouwburgplein, Theater Rotterdam Schouwburg

Delivery deadline: No later than 17 January 2022

Format and rate

Duration	1 day	1/2 day
1/1 screen (1920 x 1080 jpg)	€600	€400
1/2 screen (960 x 1080 jpg)	€300	€200



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IFFR Tiger Alert & Tiger Alert Pro

21,114 subscribers receive festival news, programme updates, film tips, discount promotions and more in the Tiger Alert. Almost 11,000 professionals receive the Tiger Alert Pro. A newsletter contains a maximum of two advertisements. As the festival approaches, the frequency of sending and the average open rate per mailing increases.

Language:	Tiger Alert (NL) Tiger Alert Pro (ENG)
Delivery deadline:	A week before publication
Format:	510 x 306 px (displayed as 255 x 153 px)

Rates per advertisement per mailing

Mailing for the general public prior to the festival	€ 200
Mailing to the general public during the festival	€ 400
Mailing for professionals prior to the festival	€ 150
Mailing for professionals during the festival	€ 300

Specifications

510 x 306 px (displayed as 255 x 153 px), 72 dpi,
max. 25 kb. Jpg, png or gif (no flash) + url



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IFFR.com

The advertisement will be placed on a suitable page within IFFR.com, where a number of views (5,000) is guaranteed. The advert does not disappear until the number of views has been reached. The location can be a blog page or a general page. The advertiser can specify the type and subject of the page.

Timing

Placement date in consultation. Last posting date for visibility during the festival is January 26, 2022.

Options

Format A = Square in sidebar

Format B = Medium rectangle in sidebar

Format C = Long rectangle in sidebar

Format D = Horizontal banner in main content

Prices

Format	Views	Price
A	5.000	€250
B	5.000	€350
C or D	5.000	€450

Deadline for submission of material

At least 1 week before placement

Specifications

Still picture: JPG

Moving picture without sound:

MP4 (shows in a loop)

Dimensions

Format A: 416 px width x 416 px height

Format B: 416 px width x 500 px height

Format C: 416 px width x 832 px height

Format D: 800px width x 100px height



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Advanced page

Festival

IFFR Specials 2020

De 49ste editie van International Film Festival Rotterdam vindt plaats van 22 januari t/m 2 februari 2020. Behalve filmvertoningen vinden er ook veel speciale events plaats die nu te koop zijn!

INTERNATIONAL FILM FESTIVAL ROTTERDAM

This could be your ad in the main content section of IFFR.com

[Advertentie](#)

Party & Specials

Opening Night 2020: Mosquito & Party

IFFR 2020

Party & Specials

Tiger Member Screening 2020

IFFR 2020

Party & Specials

VPRO Previewdag 2020

IFFR 2020

Festival

sound//vision 2020

sound/vision encompasses performances featuring analogue film, processing or kinetic and light art, as well as live soundtracks ranging from electro-acoustic ambient and experimental techno to cello and cumbia.

Party & Specials

IFFR Kids Talk Schrijftijgers 2020

IFFR 2020

Festival

Virtual Reality 2020

Hier vind je een overzicht van alle VR-werken tijdens IFFR 2020.

Party & Specials

CJP | IFFR in één dag 2020

IFFR 2020

Talks & Masterclasses

IFFR x STRP: AI & Creativity

IFFR 2020

Party & Specials

Next Film Patrons: Boyz in the Wood

IFFR 2020

Party & Specials

De Groene Rotterdammer-dag

IFFR 2020

Party & Specials

Kids Only 2020 ochtendprogramma

IFFR 2020

Party & Specials

Kids Only 2020 dagprogramma

IFFR 2020



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Blog page



Annual Report

Finance & Organisation

From stable financial footing, IFFR has been able to increase income generated from ticket sales and support from new partnerships.

This could be your ad in the main content section of IFFR.com

The total annual IFFR budget in 2020 amounted to over €9 million. This not only covers the festival itself, but all year-round events and professional activities, including the [Hubert Bals Fund](#) (HBF, which supports filmmakers worldwide) and co-production market CineMart.

As an audience-driven festival, IFFR raises a significant percentage of its annual income through revenue from ticket sales, merchandise, food and beverages, and professional accreditation fees. Support from private donations, private funds, advertisement sales and distribution make up another significant stream of income. Combined, IFFR generates over 60% of its annual budget from private sources. In 2020, IFFR saw a 4% increase in visits, bringing the number of festival admissions to a total of 340,000.

The festival maintains strong ties with its main partners BankGiro Loterij, Fonds 21, Stichting Droom en Daad, vfonds and de Volkskrant. Thanks to the continued support of Stichting Droom en Daad, IFFR made significant steps in professionalising the organisation, strengthening the festival's international position and investing in its digital services – read more about [the 2020 operations plan](#).

Private funds also include contributions from donors in the [Tropic Film Movement](#), [Tropics](#) and [Trop Business School](#) programmes. The festival also receives in-kind sponsorship from many other partners and suppliers. Read more about [our partnerships here](#).

The remaining income, amounting to approximately 40%, comes from public funds and institutions, including government and project-based contributions. This includes the long-term support from the municipality of Rotterdam and the Dutch Ministry of Education, Culture and Science. Project-based contributions include support from Creative Europe, Netherlands Film Fund for IFFR's activities and Rotterdam Festivals.

The varied and extensive support provided on divergent fronts is crucial to realising each edition of IFFR. The festival is grateful for its partners, funders and visitors, who collectively helped realise IFFR 2020 and contributed to building a healthy foundation for the upcoming 50th edition in 2021.

Organisation

To realise its festival activities, IFFR relies on 35 staff members working round the year as well as 45 temporary employees, 100 freelancers, and nearly 1,200 volunteers. The team is divided into different departments led by the directoral duo of a managing and festival director (in 2019/2020 they were Marjan van der Haar and Soren Beyer respectively – [Jacky Koolhaas](#) has taken over from Beyer as festival director since February 2020). The festival actively invites students to take up internships and gain experience in the cultural sector.

IFFR follows the Dutch Fair Practice Code and its supervisory board works in accordance with the Governance Code Cultuur aimed at subsidised cultural institutions in the Netherlands. The festival embraces values of solidarity, sustainability, diversity, trust and transparency and aims to run a balanced and inclusive operation. To address interpersonal issues, IFFR has its own designated confidential counselors and also works with anonymous service line [Mooie.nl](#).

In showing films from around the world, the festival supports independent artistic filmmakers and their work. Though data are vital for internal analysis and to keep the festival inclusive in terms of its film programme, organisation, partnerships and audiences, IFFR does not believe in installing quotas for film selection concerning gender, identity, sexuality or ethnic background. IFFR does not ask for personal data upon film submission. The festival believes change is most effectively enforced by supporting the creation of great films by filmmakers from countries where film infrastructure or freedom of speech are lacking.



**INTERNATIONAL
FILM FESTIVAL
ROTTERDAM**

**This could be your
vertical ad in the
sidebar of
IFFR.com**



**INTERNATIONAL
FILM FESTIVAL
ROTTERDAM**

**This could be your
rectangle ad in the
sidebar of
IFFR.com**



**INTERNATIONAL
FILM FESTIVAL
ROTTERDAM**

**This could be your
square ad in the
sidebar of IFFR.com**



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Basic page

News

The economic impact of IFFR

15 September 2020

Tiger at Central Station

Today, as the Dutch government presents its Budget Memorandum, International Film Festival Rotterdam (IFFR) shares its economic impact on Rotterdam in 2020. PricewaterhouseCoopers (PwC) has calculated that the 49th edition of IFFR stimulated between €0.8 to €16.1 million extra economic activity in the city. The festival also contributes to Rotterdam's good reputation, the report says.

This could be your ad in the main content section of IFFR.com

[Advertisement](#)

Based on IFFR visitors' survey, PwC has calculated IFFR's economic impact by adding up the extra expenses made by visitors and the expenses made by IFFR, which comes to an estimated €11 to €17.3 million euros. Subtract €1.2 million in subsidies given to IFFR by the city council and the result is 9.8 to 16.1 in extra economic activity in Rotterdam, thanks to IFFR. This calculation only takes into account expenses made in the city of Rotterdam during the festival period of 22 January to 2 February 2020. IFFR activities throughout the year and outside of the city have not been part of this study.

PwC has also researched IFFR's impact on people's view of the city. 93% of respondents think that IFFR adds positively to Rotterdam's reputation. 47% of visitors from outside of Rotterdam say they are considering visiting the city again in the coming year.

Marjan van der Haar, managing director IFFR: "IFFR adds enormous value, both culturally and economically. We stimulate filmmakers from all over the world and show their works to a wide audience. National and international visits to the festival contribute to the international vibe of the city. As our celebratory 50th edition comes closer, we are thrilled that PwC has underlined IFFR's economic impact. IFFR and Rotterdam belong together; the festival strengthens the city's international economic and cultural climate."

Gulbahar Tozel, the PwC partner responsible for the study: "Our study of the 2020 edition shows that the festival has contributed to the economy and reputation of Rotterdam. With this research, PwC wants to show its engagement in the region and the city."

Read the full report [here](#).

Read the full report here.

[Full report](#) →

Next to its impact on Rotterdam, IFFR is also researching its international impact. The results of this study will follow later this year.

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[Advertisement](#)

This could be your rectangle ad in the sidebar of IFFR.com

This could be your square ad in the sidebar of IFFR.com

[Advertisement](#)

Share on [f](#) [t](#)



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